



Data and Privacy File Guides

Apple Media Services: Gift Card Activities

August 2025

File name Gift Card Activities.csv

File description This file contains information about user click activity related to Apple Gift Card related transactions.

Why Apple keeps this information Apple retains this information in order to facilitate Apple Gift Card redemption, improve its products and services and preserve the integrity of user transactions.

Field Name	Details
Apple Account Number	The Apple account number of the customer related to Apple Gift Card transaction
Apple Gift Card Denomination	The denomination amount of the Apple Gift Card
Apple Gift Card Denomination Description	The denomination description of the Apple Gift Card
Apple Gift Card Number	The identifier for the Apple Gift Card
Apple Gift Cards Count in Multipack	The number of Apple Gift Cards bundled together as one pack
Balance Amount	The Apple Gift Card balance amount
Business Customer Name	If the customer is a business, the identifying number of that business customer
Card Family	The classification of Apple Gift Card family
Channel of Apple Gift Card Sale	The online, retail, support channel through which the Apple Gift Card was purchased
Currency	The currency of the transaction
Country Redeemed Code	Whether the country from which an Apple Gift Card is redeemed is different from the country in which the Apple Gift Card was purchased
Gift Card Purchase Channel	The channel through which Apple Gift Card was purchased, including the type of transaction when purchased through Apple and the vendor when purchased through a vendor not purchased through Apple
IP Address	The user's IP address associated with the transaction
Local Currency Amount	The transaction amount in local currency
Multipack Indicator	Whether Apple Gift Card was sold as multipack
Order Line Item Number	The line item number within an order when Apple Gift Card was purchased

Field Name	Details
Original Transaction ID	Whether a transaction relates to a refund or timeout, the identifier of the original transaction that is being refunded or timed out
Payment Method	The payment method when Apple Gift Card was purchased
Purchase Country	The country name where the Apple Gift Card was purchased
Purchase Identifiers	The distribution partner, merchant, and store names where Apple Gift Card was purchased
Redemption Country	The country name where the Apple Gift Card was redeemed
Redemption Date	The date on which Apple Gift Card was redeemed to Apple account
Reload status	The user's auto reload status (e.g., low balance, scheduled)
Sales Order Number	When an Apple Gift Card was purchased through business-to-business, customer-to-customer, or support transactions, the identifying number of the order
Transaction Date Time	The date and time of a transaction
Transaction ID	The transaction identifier associated with the Apple Gift Card transactions
Transaction Type	The type of activity executed using the Apple Gift Card
US Currency Amount	The transaction amount in US currency
Web Order Number	The web order number associated with a transaction